

**ABSTRACT OF THE DISCLOSURE**

Disclosed herein is a rapid dyeing process for human keratin fibers, such as hair, comprising applying to the keratin fibers at least one dye composition comprising, in a medium suitable for dyeing, at least one direct dye chosen from arylmethane dyes, cationic azo dyes, methine dyes, azomethine dyes and azine dyes; maintaining the composition in contact with the keratin fibers for a leave-in time of less than 5 minutes; and rinsing the treated keratin fibers; wherein the resulting coloration has, according to the CIELAB notation, an L\* value of less than 40 and/or a C\* value of greater than 20, such as greater than 25, when the composition is applied to natural hair containing 90% white hairs at a temperature of  $27^{\circ}\text{C} \pm 5^{\circ}\text{C}$  for a period of 4 minutes, for a bath ratio of 10. Further disclosed herein is a process for stripping the keratin fibers colored with the direct dye, comprising applying an oxidizing or reducing treatment in a time period of less than 5 minutes.